

# Consumer's Guide

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Tips on Festive Fare

## Consumers' Queries and Comments

**CC** COMES the germ of a new feature in the CONSUMERS' GUIDE by way of a letter from a North Dakota high school teacher:

"I am attaching a copy of the lesson plan I made out of the September 7 issue. My Vocational Agriculture students enjoy this work with the CONSUMERS' GUIDE very much. They feel as I do that it is made up of very worthwhile material for every farm home . . ."

ENCLOSED with the letter came this series of questions which readers who remember the September 7 CONSUMERS' GUIDE will be able to answer:

What is the goal of the Crop Reporting Board?

What would happen if food supplies were overestimated?

Underestimated?

What is the value of unbiased and dependable crop reports?

When did the Government reporting of food supplies begin?

Give briefly the details of getting out a crop report.

What three useful purposes have these reports to the individual farmer?

What is the difference between cocoa and chocolate?

How is chocolate made?

How is cocoa made?

Who governs the standards of purity for our foods?

What is the difference between sweet chocolate and milk chocolate?

What is real malted milk?

What is the United States Department of Agriculture doing about the flavor of bread?

What factors did these chemists check up on in the bread?

How did the tasters do their tasting?

What does Secretary Wallace say the farmer owes the consumer?

What does he say the consumer owes the farmer?

What is a crop meter?

What did you learn from the article "Body Builders"?

What was changed in the recipes for making angel food cake so as to bake it successfully at high altitudes?

Which has the more Vitamin "C", tomato juice or orange juice?

What would the above information mean to the buyer in dollars and cents?

How does the price of "all foods" on August 15, 1932, compare with the price of "all foods" on August 18, 1936?

How does the August 18, 1936, price of eggs compare with the price of eggs August 15, 1929?

What happened to the price of dairy products between August 1935, and August 1936?

What percent did the price of fresh vegetables decline from June 16 this year until August 18 this year?

What foods went up in price between June 16 and August 18 of this year?

What story do the pictures on pages 14 and 15 tell you?

ACCEPTING this reader's successful use of study questions as a pointer to a department that might prove valuable to other groups who use the CONSUMERS' GUIDE for reference, we present here a list of questions based on information in this issue of the GUIDE. After this, you will find a series of these questions on the back page of each issue:

What are the prospects for supplies of different kinds of holiday poultry this season?

Are prices likely to be higher than they were last year?

What is the trend in turkey production? In weight of turkeys on the market?

Is there very much difference in food value as between one bird and another?

How can a consumer decide which bird would be cheapest in terms of actual edible meat per dollar spent?

How can you be sure of quality in poultry?

Is it hard to find good cranberries? What is the supply situation this year?

What food values do we find in cranberries? Celery? Brussels sprouts? Turnips?

How do you select good Brussels sprouts, celery, and turnips on the market?

Which comes first—making a budget or keeping accounts?

What procedure would you advise for a family having trouble making income cover essential needs?

What arguments would you advance in favor of keeping accounts?

Is there any point in having more than one person concerned in the family finances?

What information must a family have in order to build a workable budget?

Where can a family get help in keeping accounts and making a budget?

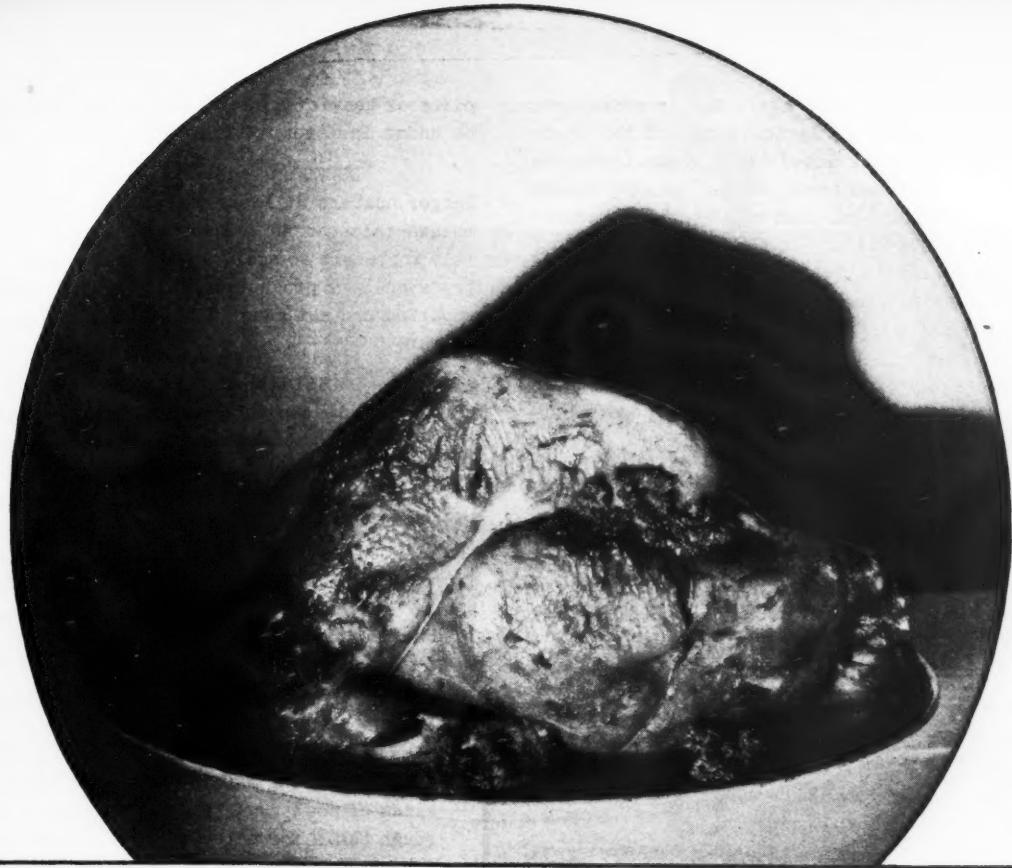
In selecting a grapefruit, what importance would you give color? Weight?

For what food values would a dietitian use grapefruit in the diet? How does canned grapefruit compare with fresh in this respect?

Why is grading a good thing for grapefruit grower, distributor, and consumer?

What are some of the important jobs phosphorus does in the body?

Why is milk recommended so highly by nutrition experts for bone building? How much should a growing person have each day?



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## Tips on Festive Fare

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More fun and food value for money spent is the double goal of consumers who make wise plans and purchases for holiday meals.

**B**IRDS flew out of reach of many consumers' Thanksgiving dinner tables last year, but this year they're coming closer in large flocks. Forecasters in the Department of Agriculture say that we'll probably have heavy supplies of poultry this year, and that prices of most kinds will be below the prices we paid a year ago.

THIS INCREASE, which was explained in general in the last *CONSUMERS' GUIDE*, tends to bring low prices with it. But another factor that helps to lift or lower food prices is consumer income. This year consumers in general are better able to pay for poultry than they were last year, so prices of poultry receive a certain check in

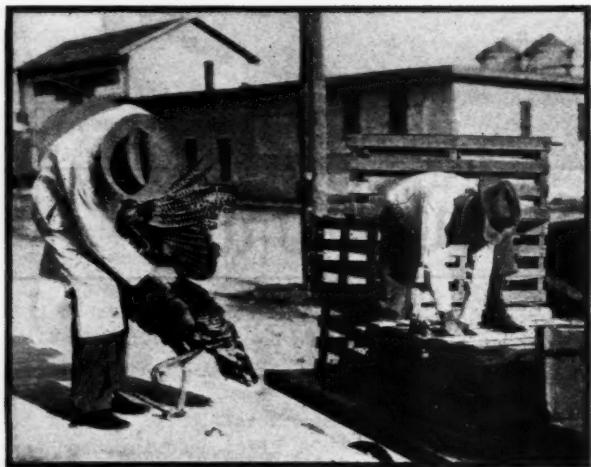
their downward slide. Measuring the net effect of these forces consumers stand to gain on both counts: The prices will average lower than last year's, and most consumers are better able to pay them, according to the best calculations of the Government economists.

TURKEYS lead the field of boosted production. They will come to market 20 million strong this year if present prospects hold good. That figure sets an all-time high for a year's marketing of turkeys, beating the record productions of 1932 and 1933 by a million birds and running 5 million ahead of last year.

REASONS go into turkey history. It used to be a tricky, hazardous job to bring a brood

of turkeys to marketing age. But as scientists in the Department of Agriculture and the State Experiment Stations added their research to the lore of the farm and trade, turkey raising became more of a business and less of a gamble. Farmers who had not been willing to take such risks before have started raising turkeys in the last few years. Some just added turkeys as a sideline. But many more have put all their eggs in one basket and chosen turkey eggs to fill it. To add the finishing favorable touch, this year's drought was an ill wind that blew turkey raisers some good, along with the difficulties of high feed prices, for turkeys thrive on dry weather.

EACH consumer's quota of this year's crop of turkeys, if they were all divided up into equal shares, would be almost one-sixth of a turkey. But one-sixth of a turkey may not weigh so much this year as it might have in former years.



Examining turkeys to establish their quality grade in the live state.

Turkeys will come to market lighter than usual. Experts give two reasons for that. One is that consumers have been begging for small turkeys to fit into small roasting pans for small families in small apartments. Another is, of course, the high cost of feed supplies which followed the drought and forced the farmer to send his poultry to market younger and smaller than usual.

CHICKENS weighing less than  $4\frac{1}{2}$  pounds promise to be more plentiful this fall than last fall, with correspondingly lower prices. Sup-

plies of heavier roasting chickens will probably be under last year's figures.

DUCKS and geese will likely be here in larger numbers at lower prices than last year's, though this can be estimated only roughly since they represent so small a proportion of the country's poultry production that regular checks on supplies are not made in the Department of Agriculture.

DECISIONS as to which bird to buy for the holiday dinner depend on two factors—economy and taste. In food value, no definite differences have been established between different kinds of poultry. All lean poultry meat has been accredited with an excellent rating in Vitamins B and G, and a good rating for the pellagra-preventing factor. Like other lean meat, it is a superior source of protein, and is rich in phosphorus. The dark meat of poultry is also rich in iron.

ECONOMY presents some interesting considerations to the bird chooser. On page 6 we reprint a table showing the percentage of actual eating meat in the weight of different kinds of poultry. This table can form only a rough basis for calculations, because breed, age, feeding, and care all play a part in the proportion of meat to bone in each individual bird. But this is the best average estimate made by a noted poultry researcher in the Department of Agriculture.

TO FIGURE out what you would be paying for the edible meat on each bird, divide the price per pound for the dressed (but not drawn) bird in the market by the percentage of edible meat the table shows for that bird. Using this method last year during the holidays on the prices quoted by Washington marketmen for the different birds, we found that the edible meat on a goose turned out to be the cheapest meat of all. Duck ran a close second. The price of a pound of edible meat of hen, cheapest of all chickens, turned out to be almost 9 cents a pound more than duck, and fattened roasters still higher. Then came turkey, getting into the upper brackets of edible meat cost, and just above it stood the meat on the unfattened roasting chicken. Highest of all was capon, its high original price offsetting its high percentage of edible meat. There was a difference of almost 30 cents a pound between the cost of the edible meat on goose and on capon.

COUNTING goose as your best bet for economy may still be wrong, even if the relative cost of the different meats should be the same this year. Some families cannot afford to buy as many pounds of any poultry meat as they must buy when they get a whole goose. Duck, which last year figured only  $3\frac{1}{2}$  cents more per pound of edible meat, may prove a better buy because it need not mean so many pounds. Take into account, too, the amount of fat on different kinds of poultry. These figures include fat as part of the edible meat. In the case of goose, for instance, much more weight melts out as grease than in chicken and turkey. Whether or not this goose grease can be utilized comes into your calculations. A point to remember about turkeys is that among the toms, or male turkeys, the bigger the bird the more flesh in proportion to bone. But for families who wish smaller turkeys, the turkey hen is likely to be a better bargain in its ratio of flesh to bone. Once the decision is made as to which bird to buy, the next job is to get the best quality of its class for your money.

QUALITY marks are practically the same for all types of poultry, making necessary allowances for the different classes of poultry. Consumers can buy both chicken and turkey under Government grade marks, and grades are being developed for geese and ducks.

TOP GRADE, U. S. Special or Grade AA, in both turkey and chicken calls for "young fine-grained, soft-meated birds with broad full-fleshed breast, the entire carcass fully covered with fat and with skin soft and glossy lying close to the flesh. Must be well-bled, well-dressed, free of pinfeathers and have empty crop. No flesh or skin bruises allowed, and only slight abrasions, or discolorations permitted, none of which shall be on the breast. No crooked breasts or other deformities allowed ..." Of course, consumers seldom find this top grade on the market. U. S. Prime or Grade A is the highest of the customary commercial gradings. U. S. Choice or Grade B, and



Science has shown the way to bring young turkeys up safely and now more and more farmers are adding their share to the millions on the market.

U. S. Commercial or Grade C, are downward modifications of these standards.

FIXINGS come next on the holiday market list. Supplies of some vegetables and fruits in the holiday tradition are higher than usual, some lower. The wise consumer will try to design the menu to include the ones in high supply with their tendency toward lower prices.

CRANBERRIES always hit their year's high for volume in November. This year about 515,000 barrels will probably go to market. That is a little less than last year's crop and 65,000 barrels below average. The wholesale price of cranberries during late October was \$1 per barrel higher than last year at the same time.

QUALITY is kept up to a high standard in the bulk of the cranberries on the market. Credit goes to the farmers' cooperatives in New England which produce the major part of the supply and market it under strict grade regulations. High quality cranberries are firm, plump, fresh-looking, with a high shine. The experts advise consumers to look out for the dull soft ones, or those that are shriveled. If they look wet, try to discover whether this is because they have just been removed from cold storage. That kind of dampness does not indicate poor quality and soon disappears. But moisture caused by injury or damage may mean cranberries that are tough, leathery, and sticky, with discolored flesh. The color and size depend more on the variety of cranberry than on its quality. Of the common varieties the small dark red ones are a bit sweeter than the large bright red kinds.

FLAVOR of cranberries can be changed and extended by combining them with oranges in a relish. Just grind up one whole orange, skin and all, with one pound of cranberries, in the food chopper, and add sweetening to taste, either sugar or honey. This can be stored in the refrigerator for use with any meat. Nutrition experts advise against leaving it in an open container, since exposure to air is fatal to Vitamin C, which is an important vitamin contribution of both cranberries and oranges to the diet.

ORANGES and grapefruit, to end and start the meal, are both due to arrive on the market in extra high supply this year. Citrus fruit taken all together promises the biggest crop on record. This time of year sees the shipments starting to mount to their winter-time highs. For details on grapefruit see the article, "Grapefruit Season is Here", on page 11 of this issue.

FRUIT SUPPLIES in general are likely to be short this year, with the average pulled far down by the deep cut in the apple crop and not quite balanced by the record crop of citrus fruits in store for us. This year's grape crop will not be quite so hard hit as the apple crop but it will not match last year's or the average per capita supply for the last few years. (For more details on grapes and apples, see the article, "On Autumn Market Lists", in the October 5, 1936, CONSUMERS' GUIDE). Raisins, naturally, will suffer along with fresh grapes. We will probably have considerably less than last year and than the average supply. Prices of both grapes and raisins will be higher than last year.

NUTS, filling in the chinks on the fruit centerpiece, add concentrated nourishment to the menu. (For buying and nutrition tips see the CONSUMERS' GUIDE for February 24, 1936.) Supplies are sure to be low this year, and the prospect is for higher prices. This year's crop of pecans,

which have been rising for years in American popularity, will be the smallest since 1922, only one-third of last year's extra big crop, and about one-half the average production from 1928 to 1932. But the "carry-over" stock from last year will go some distance toward balancing this cut. Almonds,

on the down grade in popularity from first place in America's affection, hit their lowest marks since 1929 in supplies. Of walnuts we will have a crop 8,000 tons above average, but 12,000 tons below the big crop of last year.

CHESTNUTS to stuff the bird will not be affected by our low American nut crop, since they all come in from abroad. Consumers can best decide on chestnut purchases by studying the prices in the market as the holiday approaches. The chief shopping hazard is the worm.

VEGETABLES which customarily find a place on the Thanksgiving market are not far off in price

from last year's prices. Parsnips will be a little higher, Brussels sprouts about the same, Hubbard squash slightly lower, and turnips and celery decidedly below last year's prices. Pumpkins, which sometimes interchange with squash in the pie position, may be a little higher in price than last year, but much depends on the local market and the demand. White potatoes and sweetpotatoes are both short in supply this year, as explained in recent issues of the CONSUMERS' GUIDE, and prices are up.

CELERY ranks highest for appetite appeal, since it rates only fair as a source of Vitamins B and C and good as a source of calcium. The supply, which promises to be plentiful this season, comes partly from late crops of the North and early crops in California. In the late group of States, production seems to be about one-sixth bigger than last year's crop. It is too early to tell exactly how much will come from California but estimates point to acreage about one-third

[Concluded on page 19]

# Keeping Consumer Accounts

ITEMS PURCHASED	HOME					ACCOUNTS										
	Food	Household Operation	Transportation	Clothing	Personal	Housing	Furnishings	Medical	Education	Recreation	Gifts, Church, Welfare	Savings	Debts	Total Daily Expenses	Source of Income	Amount Received
Total to DATE	1268	225	190	350	418		250	220	386	100	500	3887	58.26			
7 Food \$1.20 Magazines & Paper 36¢ Caroline 95¢	1.20			95											2.51	18.00
8 New chair \$12.00														12.00		
9 Tickets for show \$1.20																Sub Pay 33.20
Food 14¢, Milk 1.20 Milk Bill 98¢				1.43												
10 Telephone \$2.50 Soap 25¢																4.88
Food 63¢, Medication out \$1.50.		2.13	2.75													
Total to DATE																

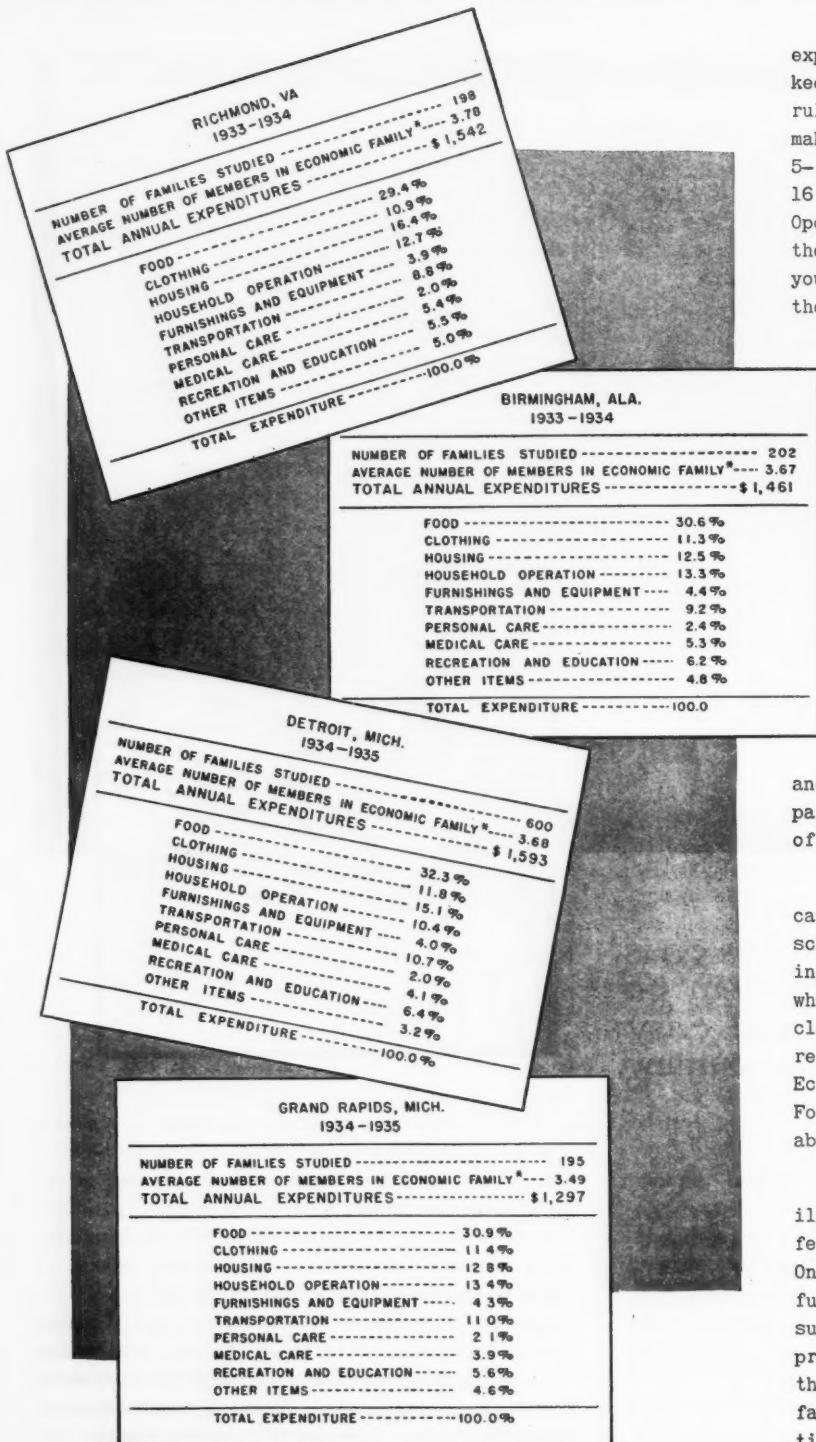


Knowing where the pennies go is a first step to making them go farther. Here are some easy steps to better home accounting.

PENDING the family income is one of the most important activities of the home. Your family's level of living depends both on how much income you have and how much "living" you buy with this income. The latter depends only partly on the cost of goods and services. To no small extent it depends on how wisely you spend. By getting pennies to buy the things that serve your needs efficiently and without waste you can actually increase your real income.

WISE spending depends upon a standard for measuring your needs. One of the best ways of measuring needs is to measure habits. Day to day home accounts can both give you your habit picture, and furnish a guide for planning future spending. They can help in spotting unnecessary leaks, in showing up haphazard buying, which rob you of the chance of success as a money manager. Keeping accounts, important as it is, is only the beginning of consumer wisdom. The next step is using the accounts you keep. Consumer accounts are a means to an end. The end is to spend wisely.

# FAMILY EXPENDITURES IN 4 CITIES



\* AN ECONOMIC FAMILY CONSISTS OF PERSONS DEPENDENT ON ONE POOLED INCOME.

ALL FIGURES FROM THE BUREAU OF LABOR STATISTICS

SPECIALISTS in the Bureau of Home Economics, with years of

experience in helping homemakers keep accounts, give you simple rules for home accounting. First, make your own account book. Any 5- or 10-cent note book measuring 16 inches when opened flat will do. Open the note book so that you have the first two full pages before you. Rule the columns starting at the left. Make the first column 1 inch, the second column 3 inches, and then 16 columns, each column three-quarters of an inch wide.

LABEL the columns, abbreviating where necessary: Date; Items purchased; Food; Household operations; Automobile and other transportation; Clothing; Personal expenditures; Housing; Furnishings; Medical care; Education; Recreation; Gifts, church, welfare; Insurance, savings, investment; Debts paid; Total daily expense; Source of income; Amount received.

NO HARD and fast rule can be set up concerning what scheme you should use in classifying income and expenditures, or what should be the main item classes. These subdivisions are recommended by the Bureau of Home Economics for use by farm families. For the most part they are adaptable to use by city consumers.

RURAL or small town family account-keeping problems differ somewhat from the city families. On the farm, part of the living is furnished in noncash products, such as food and fuel. Garden products are often available to the small town family. These facts should be given consideration by placing a money value on

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the products used, and by adding this to total food expenses when computing the value of family living for the month or year.

SUPPOSE you are a city consumer starting a home account. Get your grocery list for today, add it up, and put that total along with any other expenditure for food, in the "Food" column. Also include any meals purchased away from home. Place in the appropriate columns other sums you have spent during the day. Payments made for utilities—telephone, gas, light, water—are recorded under household operation along with all other expenditures for running the house. Money given to individual members of the family to spend for their personal care, recreation, or for "treats" is entered under "Personal expenditures." This might include barber and beauty-shop services, cosmetics, candy, smoking supplies, watch repairs. Rent can be recorded under "Housing." If you own your own home, the "Housing" column includes expenditures for house repairs and minor improvements. Under furnishings record fire insurance and taxes on furniture and equipment; repairs on furnishings; and laundry or cleaning equipment purchased.

NO ENTRIES should be made for goods bought on credit until payment is made. Then the amount should be entered as any other cash payment. Payment of a general store bill that includes a variety of articles, such as food, clothing, and medicine, should be recorded as expenditures for these items.

ALL expenditures now entered, get the daily total by adding the columns across. Record this under "Total expense."

FOR 2 WEEKS or a month keep on recording your expenditures in much this same way. Consider this as a trial period and make plans for improving your account book and technique. You might wish to keep some items in more detail. For one thing you can keep a clothing and personal expenditure record for each member of the family. In the back of the book set up a sheet for each of these items of expense. Rule columns, one for each member of the family. There is still another



One aim of the CONSUMERS' GUIDE is to aid consumers in making wise and economical purchases of food.

way. If you buy a new pair of shoes for one of the girls, enter the item under clothing as before, placing her initial after the entry. If Johnnie gets a haircut, enter the expenditure under "Personal" with the letter "J." At the end of the month or year, you can go back through your account book and get totals for each member of the family—a help to future planning.

AFTER the trial period is over and you are convinced that you can keep accounts consistently, plan a surprise on the family. The first of the month would make a good time to turn the account book into a cooperative effort. Plan your surprise for the last night of the month. Before clearing away the dinner dishes get the family settled back in their dining room chairs and show them what you have been doing. Show them how much the family spends for food, clothing, rent, in comparison with family income. Then tell them that they are all going to take a hand in this money management game.

"KEEPER of the accounts" might be the family member who best likes arithmetic. The head of the household can help by reporting the expenditures for the car, for the upkeep of the house and yard, and by fixing a "business center" for the account keeper. A definite place to keep the account book, cash slips and pencils

is another major rule laid down by home economists. A desk is best but a shelf will do. You can't keep everything behind the kitchen clock. Keep daily expenditure slips on a spindle so you will know where to find them when ready to make the entries.

ENTERING these daily records regularly is another important rule. At the end of each month the person designated to keep the accounts can add up the daily totals and transfer these to similar columns in the monthly summary set up in the back of your account book. Monthly totals can quickly be turned into an annual summary.

ONCE the family spending record is well organized, try cooperatively to set up a financial plan for the next month—a goal to work toward. First consider what changes should be made in your ways of spending. Whether you decide to change expenditures or keep them the same, there should be an appraisal of how wisely the family has spent its income. By saving here and there, by following wise buying guides you will find a new interest in becoming a better consumer. Look through your issues of the *CONSUMERS' GUIDE* and find those stories that will help you plan your spending.

MONEY PLANS for the full year come next in order. Expenditures should be planned before spending begins. On the basis of your accumulated experience in keeping accounts you are ready to begin budgeting. By budgeting one means spending the family income according to a plan. The budget will help prevent dissatisfaction almost sure to result when money is spent "hit-or-miss."

FIRST, estimate your total annual income; second, estimate your total annual expense; third, allocate the income among the items of expense including savings, investment, and debts to be paid on a monthly basis. Total estimated income should equal total estimated expenditures. Accounts are then kept and the monthly totals are compared with the budget estimates. If the monthly expenditure for certain items runs below the budget estimate, the chances are that a larger amount should be included in the estimate for other items. If expenditures run above the budget estimate, then take care to cut down or make the necessary adjustment in other expenditures during the next month. By trial and error and by following these major rules you can arrive at a workable budget for your family.

EXPERIENCES of others may be helpful as a guide in budget planning. But ready-made

budgets based on average expenditures of a number of families are seldom suited to any specific family. No two families have the same resources, needs, desires. The best start a family can have for budget planning is information as to the amounts that the family itself spent for different items of living the year before. If household accounts have been kept, this information is available.

RURAL CONSUMERS can get help on their budget problems from the home demonstration agent. She is trained in keeping consumer accounts and her assistance will be valuable in estimating and allocating income among the various items of expense. In several States the Extension Service interprets and summarizes account books kept by rural homemakers. Housewives who are members of consumer groups then use these summaries as the basis for discussing budget problems and for comparing their annual expenditures with annual expenditures of other families.

SPENDING habits of city consumers have been studied by the Bureau of Labor Statistics. Three reports already published in the *Monthly Labor Review* for March, May, and June 1936, cover the annual expenditures of workers' families living in New Hampshire; in Richmond, Birmingham, and New Orleans; and in four Michigan cities for selected years, 1933-35. Reprints of these articles can be secured by writing to the Bureau of Labor Statistics, Washington, D. C.

FAMILY budget or account books can be obtained from several sources. Prepared for the purpose, they help to simplify the task of classifying and budgeting expenditures. A farm family Account Book prepared by the Bureau of Home Economics and supplied by the Superintendent of Documents, Washington, D. C., for 15 cents a single copy is one of the best available. Farm home account books can generally be obtained for 10 to 25 cents by writing to the Extension Service in care of your State College of Agriculture. These are frequently prepared for use by either farm or nonfarm families. Stationers generally carry account books in stock, and some insurance companies and banking institutions provide them free on request.

FARMERS' BULLETIN No. 1553 contains further information on planning and recording family expenditures. You can get a copy by sending 5 cents to the Superintendent of Documents, Washington, D. C.

# Grapefruit Season IS HERE



## 27 million boxes is this year's gift of grapefruit from abundant orchards—an all time record crop.

LOOK for plenty of good fresh grapefruit these days, at fairly low prices. The crop for the coming year, according to October estimates of the Crop Reporting Board, is expected to be over 27½ million boxes. Last year's production was 18½ million boxes. Previous high was during 1934-35, when 21½ million boxes of grapefruit left orchards in Florida, Texas, California, and Arizona. There will be almost 30 percent more grapefruit available to go to market this year than ever before.

DOMINANT source of grapefruit supply in this country is Florida, but production in Texas, California, and Arizona is rapidly increasing. World's outstanding producer of grapefruit, the United States in recent years has supplied about four-fifths of the total world crop.

UNUSUALLY favorable growing conditions, especially in Florida and Texas; rapid increase during recent years in the number of grapefruit trees old enough to bear fruit—these are the chief reasons for the jump in size of this year's crop over those of other years. In a few weeks the busiest part of the season will begin. Prices, generally highest in September, come

down month by month until they reach a low point between January and March.

SHIPMENTS of the fruit from Florida to consumers in all parts of the country begin the new season in September, are heavy from October to December, heaviest from January to April, and light in August, when the Florida season ends. Texas shipments, on the up-go during the past few years, reach the markets from October to March. Shipments from other States, also from Puerto Rico and Cuba, move in small quantities throughout the year.

CHIEF grapefruit-consuming markets are New York, Chicago, Philadelphia, and Boston. Other centers where many carlot shipments are unloaded each year are Detroit, Cleveland, St. Louis, Cincinnati, Pittsburgh, Baltimore, Kansas City, Minneapolis, Buffalo, Seattle, and Milwaukee.

PER CAPITA consumption of grapefruit in the United States has been rising steadily during the past 20 years. Back in the 1918-19 season, each person in this country ate, on an average, about 2.4 grapefruit. Five years later, each person ate 5 per year. During 1929-30 the figure

was 6.5 grapefruit for each individual. The record came in 1934-35 when per capita consumption was 10.3. Last season the average American consumed 8.7 grapefruit. This year, with the crop at a new high, consumption figures will probably reach an all-time record.

ANNUAL exports of grapefruit from the United States are around a million boxes a year. Most of this goes to the United Kingdom and Canada, though many European countries also buy small quantities. Fresh grapefruit is exported the year round. Relatively heavy exports of California grapefruit during summer months tend to bolster what might otherwise be a slack period, thus keeping seasonal variation down to a minimum. Hundreds of thousands of cases of canned grapefruit hearts and juice also reach the export market every year. About three-fifths of these are hearts, the rest juice. The United Kingdom buys most of the canned products. Other good customers are Canada, Irish Free State, British India, Philippines, and Netherlands.

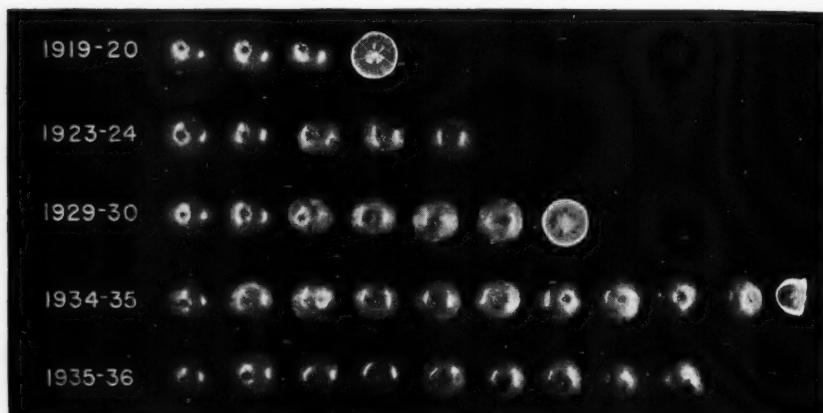
VARIETIES of grapefruit may be divided into two classifications—those with seeds and those without. Chief varieties in the first group are "Florida Common", Walters, and Duncan. A considerable part of the Florida crop, especially that from older plantings, is popularly designated as "Florida Common." The Walters is a midseason variety picked from November to March, and sometimes unduly blessed with seeds. The Duncan, standard late-season variety, matures in Florida from January to May. Sometimes the Duncan can be left on the trees till early June.

MARSH SEEDLESS grapefruit matures in midseason or later. Occasionally its flavor is somewhat less tart and sprightly than that of most seedy varieties. Extensively grown in Florida, the Marsh is the chief variety in citrus areas of the Southwest. About one-third the

Florida crop is usually seedless. A half of the Nation-wide crop is made up of the seedless type.

PINK-FLESHED grapefruit, grown largely in Texas, is also produced in Florida. Foster is a pink-fleshed variety which originated as a bud sport of the Walters. Thompson is a pink-fleshed strain of the Marsh Seedless. The pink variety is finding some favor among consumers because of its unusual color, which lends an attractive note to salads and desserts. Otherwise there is little difference between pink-fleshed and normally colored grapefruit.

BUYING hints for consumers of fresh grapefruit include these fundamental pointers. Remember that good quality grapefruit are firm, yet springy to the touch. Look for well-shaped,



Grapefruit popularity is on the increase in this country. The average consumer ate only 3½ pounds (each grapefruit above represents a pound) in 1919-20. Fifteen years later his consumption had almost tripled, to 10½ pounds in 1934-35. Even more probably will be eaten in 1936-37.

thin-skinned fruit, heavy for its size, juicy, not pithy. Puffy, spongy, or coarse-skinned fruit are not noted for their high juice yield. Rough, wrinkled, or ridged skin often indicates a thick skin, to be avoided. Large, fancy fruits are very attractive, but often rather expensive, especially if they have bright and perfect skins without a blemish.

MOST of the blemishes found on grapefruit in the city markets are only minor. Scale, scars, thorn scratches, and discoloration affect only the fruit's appearance, not its eating quality. As a matter of fact, the reddish-brown or reddish-yellow color which sometimes over-

[Concluded on page 18]



Consumers can get their phosphorus supply from a wide variety of foods.

## Bone Builder No.2

Phosphorus teams with calcium to make bones and keep them fit and stable, but it does other important jobs in the body too.

**H**OLLOW CHESTS, knock knees, bow legs, bad teeth, and flat feet are minus marks in beauty but like many others they are also minus marks in health. They point to lack of necessary minerals and vitamins in the diet.

CALCIUM is the main mineral in the bone structure, but there we find it in the form of calcium phosphate. That means that the calcium has combined with phosphorus. Without the correct proportion of phosphorus, the calcium cannot do its major job, bone building.

PHOSPHORUS, second largest mineral contribution to the body's weight, accounts for about a pound and a half in the weight of an average 150-pound man. Much of this phosphorus is in the bones but it is no such specialist as calcium. No

other mineral, in fact, plays important parts in so many different essential functions. One of these functions is helping to keep the blood neutral—not too much acid nor too much alkali. Another is to keep up the proper liquid content of the tissues. But probably the most outstanding job phosphorus does is in the building of cells.

CELLS make up the body. They are so tiny that in one cubic inch of blood, for instance, there are 70 billion of them. To grow or develop, the body must multiply its cells. Different cells make different kinds of structure. Some develop into bones, some into nerves, some into blood, others into parts of the digestive system, and so on and on. The center of the cell, called the nucleus, governs its activities. In that nucleus of each of the billions of billions of body cells we

## Rats from the same litter, 9 weeks old



This rat did not have enough phosphorus. It grew slowly and weighed only 60 grams



This one had plenty of phosphorus, and weighed 115 grams

find phosphorus. The very life of the body has a direct dependence on the supply of phosphorus.

FOOD must give back what the body uses. For grown people that is not so much, for except when a human being is doing an extra job like producing or feeding children, or building muscles by athletic training, the job is merely one of mending and renovating and restoring. But a growing person has to feed his body the building materials for growth. He has to have enough phosphorus to keep the cells at work multiplying into a bigger and different body. When children go short on phosphorus they are hurting their chances for a good foundation of health for life. They need about one and one-half times as much as grown people need. Scientists have found a way of measuring the amount of phosphorus people should have. They set the minimum standard for growing children at about 1½ grams a day.

ONE GRAM AND A HALF may not seem like

was grown. The calculations on which the information in this article was based are the best available estimates of the average food of each type.

IN MILK you can be sure of the correct ratio of phosphorus to calcium. That is one reason why nutrition scientists insist on a quart of milk a day for growing people. One of the most

important nutrition authorities, a noted specialist in this field, says: "A liberal level of milk consumption is highly desirable for several reasons—among them, because it is the surest means of providing an adequate intake of calcium well-balanced with desirable amounts of phosphorus, of protein, and of the vitamins. Some children store calcium at about the same rate with 3 full cups of milk per day as with four; but in order to insure all children a chance to do their best, the higher level of intake should be maintained wherever possible." The emphasis is his own.

### FOODS RICH IN PHOSPHORUS

Almonds	Meats (having more than 6% protein)	
*Barley, whole	Meats, lean or medium fat (having more than 12% protein)	
*Beans, common or kidney, dry or fresh, shelled	Milk, whole or skimmed; evaporated, condensed, and dried	
Beans, lima	*Oysters	
Brussels sprouts	Parsnips	
Buckwheat flour	Peanuts	
*Buttermilk	*Pears	
Cheese, Cheddar or American	Pecans	
Cheese, cottage	Rice, brown	
Cheese, Swiss	*Rice, bran	
Chickpeas	*Rice polishings	
Clams	Rye flour	
Cocoa	*Sesame seed	
Collards	*Shrimp	
Corn, green, sweet	*Soybeans	
Cornmeal	*Soybean flour	
*Cottonseed flour	Spinach	
*Cowpeas, or black-eyed peas, shelled	Walnuts	
Dandelion greens	*Wheat, whole grain, graham or whole wheat flour	
*Eggs, whole	*Wheat bran	
*Egg yolk	*Wheat germ	
*Fish	* Excellent.	
Hazelnuts		
Kohlrabi		
*Lentils		
Lobster		

# Consumers' Bookshelf

Second edition\* of a series of references to books, pamphlets, and other printed and illustrative material of value to teachers and leaders of consumer study groups. The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

## HIGH SCHOOL TEXTBOOKS

### Arithmetic

THE BUYER—SOCIAL ECONOMIC MATHEMATICS, by G. A. Boyce and A. C. Rosander under the supervision of Willard Beatty. 157 pp. mimeographed. A series of units in high-school mathematics to give students practice in thinking about social-economic problems. Among the topics considered are: (1) How Buying Today Differs From the Past, (2) Determining One's Needs, (3) Obtaining Information About Goods and Services, (4) Understanding Different Methods of Buying, (5) Protecting the Buyer. Address: Inor Publishing Co., New York, N. Y.

### Economics

MODERN ECONOMICS, by J. F. Corbett and M. L. Herschkowitz. 1935, 601 pp. See chapter 11, pages 403-443, The Consumer and His Income. Address: The Macmillan Co., New York, N. Y.

### Physics

EVERYDAY PHYSICS, by C. J. Lynde. 1934, 577 pp. The student is introduced to physics by a discussion of machines as they are used in his daily life and the principles which underlie their operation. Address: Macmillan Co., New York, N. Y.

### Business-Economics Courses

Some schools offering consumer courses issue a syllabus and depend solely on library

\*The first edition appeared in the CONSUMERS' GUIDE for October 19, 1936.

material for subject matter. Other schools using textbooks have generally selected one of the two books listed below.

BUSINESS PRINCIPLES EVERYONE SHOULD KNOW, by A. B. ZuTavern and A. E. Bullock. 1933, 440 pp. Address: H. M. Rowe, Baltimore, Md., and Chicago, Ill.

BUSINESS-ECONOMIC PROBLEMS, by H. G. Shields and W. H. Wilson. 1935, 713 pp. Address: Southwestern Publishing Co., Cincinnati, Ohio.

### Education for the Better Care and Driving of Automobiles

MAN AND THE MOTOR CAR, by Albert W. Whitney, 1936, 256 pp. Text for a better driving course or a reference for a consumer unit on automobiles. Address: National Bureau of Casualty and Surety Underwriters, 1 Park Avenue, New York N. Y. One to 10 copies \$1, over 10 copies 45 cents, transportation charges collect.

### Home Economics for Boys

These recently published home economics texts for boys contain much material which has to do with the wise selection and care of goods.

THE BOY AND HIS DAILY LIVING, by Helen Burnham, Evelyn Jones, and Helen Redford. 1935, 363 pp. Address: J. B. Lippincott Co., Philadelphia, Pa.

SOCIAL PROBLEMS OF THE HIGH SCHOOL BOY, by Alba M. Lyster and Gladys F. Hudnall. 1935, 340 pp. Address: The Steck Co., Austin, Tex.

### Home Economics for Girls

HOME LIVING, by Margaret Justin and L. M. Rust, 1935, 605 pp. Most home economics texts contain material of general consumer interest. Justin and Rust, however, were the first authors, so far as we know, to have a separate section on the consumer in a secondary school home economics text. In Section II, Unit I,

Present Day Consumer Interests of the Family, the following topics are discussed: (1) What determines the approach of the family to its consumer problems? (2) How can the family members be intelligent consumer buyers? (3) What are the ethical responsibilities of the consumer-buyer? (4) How may advertising and salesmanship influence consumer-buyer decisions? (5) What aid should our Government give the family in its consumer-buying? Address: J. B. Lippincott, Philadelphia, Pa.

#### Commodity and Equipment Testing Procedures

**SIMPLE CONSUMER TESTS.** Supplement No. I to Bulletin III. Address: Consumers' Project, Department of Labor, Washington, D. C. Free.

**SOME SIMPLE KITCHEN TESTS TO DETECT THE ADULTERATION OF FOODS.** 1918. Address: Kansas State Board of Health, Topeka, Kansas. Free.

**WHICH IS BEST? SIMPLE TESTS OF HOUSEHOLD APPLIANCES AND SUPPLIES.** Sixty mimeographed experiments with household equipment used in the household physics course at Teachers College, Columbia University. Many of these experiments are quite technical. Address: Professor C. J. Lynde, Teachers College, Columbia University, New York, N. Y. \$1.15.

#### STANDARDS FOR FOOD PRODUCTS

The following material on Government standards for food products may be secured free from the Bureau of Agricultural Economics, Department of Agriculture, Washington, D. C.

- (a) National Standards for Farm Products.
- (b) United States Standards for Grades for Farm Products as Identified for Consumers.
- (c) The Consumer and the Standardization of Farm Products.
- (d) A Fruit and Vegetable Buying Guide for Consumers, 167 pp.
- (e) Beef Grading and Stamping Service, 67 L.
- (f) Commercial Cuts of Meat, 300 DC.
- (g) Government Grading of Canned Fruits and Vegetables: Questions and Answers.

One section of this manual is devoted to showing how the consumer interest is served in Government grading.

- (h) Colored panel displays illustrating the official grade labeling of beef, lamb, veal, processed meats, poultry, eggs, butter, and canned fruits and vegetables are lent free to responsible organizations.

#### PUBLISHED CONSUMER RADIO BROADCASTS

**CONSUMER TALKS** given by Miss Rosamond C. Cook, Department of Home Economics, University of Cincinnati, over the Ohio School of the Air. 1935-36. Topics: 1. Begin With Ourselves. 2. How Does the Commercial World Influence Our Use of Money. 3. Ethics In Advertising. 4. What the Consumer Should Know About Trade Names and Trade Marks. 5. What Agencies Protect the Consumer? 6. Do We Buy Container or Content? 7. Style—Fashion—Obsolescence. 8. The Goods We Buy. 9. Some of the Meanings of Price. 10. Quality Standards in the Goods We Buy. 11. The Way We Pay for Goods. 12. Instalment Buying. 13. Consumer Credit and Loans. Address: Miss Rosamond Cook, University of Cincinnati, Cincinnati, Ohio. \$1.

**THE MARKETING SYSTEM AND THE CONSUMER,** by Hazel Kyrk, Professor of Home Economics, University of Chicago, Chicago, Ill. 38 pp. mimeographed. A series of radio talks on the following topics: 1. Are Women Economic Imbeciles? 2. Why Does It Take Half the Consumer's Dollar to Cover Marketing Costs? 3. How Buyers Can Get the Goods They Want More Cheaply. 4. Shall We Pay Cash? 5. What Type of Retail Establishment is Best? 6. Do Grade Ratings and Labels Help in Buying? 7. Of What Help Are Testing Bureaus? 8. What About Advertising? 9. What Should Buyers Expect From Sellers. 10. What Sellers Expect From Buyers. Address: Dr. Hazel Kyrk, University of Chicago, Chicago, Ill. 75 cents.

**CONSUMER RADIO SERIES—MORE FOR YOUR MONEY.** Sponsored by National Advisory Council on Radio in Education. Topics: 1. Capsules for Consumers, by William Trufant Foster. 2. Millions for Mars, by Solomon O. Levinson. 3. Hard Times With Easy Payments, by James M. Curley. 4. How to Reduce Interest Rates, by Earl E. Davidson and Le Baron Foster. 5. The Consumer's Stake in Sound Money, by Marriner S. Eccles. 6. Science Points the Way, by Karl T. Compton. 7. The Consumer's Stake in the New N. R. A., by Emily Newell Blair. 8. News Behind the News for Consumers, by Richard Waldo. Address Dr. William Trufant Foster, Pollak Foundation, Newton, Mass.

**SCIENCE IN BUYING.** A series of eleven radio talks sponsored by the Kaufmann Department Stores. 1934. 105 pp. Address: Kaufmann Department Stores, Inc., Pittsburgh, Pa.



When the new PWA-built Department of Interior Building is completed, many scattered offices can come home from rented working spaces.

**C**OUNTRY and city coal consumers should know of services performed for them by the Consumers' Counsel of the National Bituminous Coal Commission. Performing the functions laid down by Congress in creating the office, the Counsel is now actively presenting the consumer's case in a question of proposed freight rate increases before the Interstate Commerce Commission. In another proceeding earlier in the year, this new Consumers' Counsel successfully opposed continuation of emergency extra freight charges on coal.

LEGISLATIVE provision of the office of Consumers' Counsel as part of the so-called "Guffey Bill" which created the National Bituminous Coal Commission, made history in consumer protection. Congress directed in the Act that this new office be a part of the Department of the Interior, under a Consumers' Counsel appointed by the President and confirmed by the Senate.

DUTIES of the Counsel are not only to "appear in the interest of the consuming public in any proceeding before the Commission", but also to "conduct such independent investigation of matters relative to the bituminous coal industry and the administration of this Act as he may deem necessary to enable him properly to represent the consuming public before the Commission." He may offer testimony and argument, examine and

## Consumer-Farmer Briefs from Washington

cross-examine witnesses and parties to the proceeding, and may require the Commission to summon witnesses to testify in its proceedings. The Commission is required by the law to get information the Counsel finds to be in the interest of the consuming public, and must conduct any investigation within its powers at the request of the Counsel.

**A** statement from the Consumers' Counsel of the NBCC has recently gone out addressed "to all consumers of bituminous coal." It reports "the announced purpose of the railroads again to endeavor to make permanent increased rates on bituminous coal, and thus add permanently more than \$30,000,000 to the transportation burden of consumers and the coal industry."

REPORTING evidence collected during the progress of the case, the Consumers' Counsel stated that while average 1935 return on a ton of coal at the mines was only \$2, "the average railroad freight revenue per net ton of bituminous coal in the same year was \$2.24."

CONCLUSION of the statement from the Consumers' Counsel to his clients, the consumers of coal, follows: "The action of the railroads is a matter of material importance to every consumer of coal, and this office will act in the interests of coal consumers generally. Expressions of opinion and supporting facts are therefore invited as to the effect on consumers of the proposed bituminous coal freight rates."

COPIES of the complete statement may be obtained by writing to the Consumers' Counsel, National Bituminous Coal Commission, Washington.

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EVENING SCHOOLS in agricultural economics and livestock marketing are scheduled this winter for farmers in 26 Illinois counties, according to the Illinois Extension Service. The program will include discussions on why farm prices change, the farmers' interest in taxation, and the farmers' interest in world trade.

## GRAPEFRUIT SEASON IS HERE

[Concluded from page 12]

casts the normal yellow color of grapefruit makes the fruit bring a premium price in some markets. In other markets, such "russet" fruits are cheaper than those normally colored. It's purely a matter of personal preference in different communities, because russet color has no effect at all on grapefruit flavor.

DECAY does have an effect on the flavor, however, and decayed fruit, flat and bitter tasting, should be avoided. You can spot decay by a soft, discolored area on the peel at the stem end of the fruit. Or it might be a water-soaked area, the natural yellow color gone, and the peel so soft and tender it breaks when you press your finger on it.

GRAPEFRUIT come packed anywhere from 28 to 150 in a box, according to size of the individual fruit. Largest fruits are known as "28's" (28 in a box), then come 36's (36 in a box), 46's, 54's, 64's, 70's, 80's, 96's, 126's, and 150's. The 150's are the smallest. Diameter of the 36's runs from 5 to 5-9/16 inches. Diameter of the 126's runs from 3-5/16 to 3-11/16 inches. Boxes of California and Arizona grapefruit weigh, on an average, about 60 pounds. Boxes from Florida and other States weigh about 80 pounds.

AT HOME grapefruit should be kept in a cool, dry place. It is a good idea to place the fruit in the refrigerator for a few hours if you like it chilled when you eat it. Fortunately, because grapefruit is available practically the year round, there is no need for long-time home storage.

COLOR of grapefruit is generally no definite guide to ripeness or maturity. Green-colored fruit may sometimes be ripe, and yellowish fruit unripe. Some packers, to bring out the color that consumers demand by tradition, treat their grapefruit with ethylene gas. If applied to fruit that is really mature, this treatment has nothing harmful in it. It does not add color to the fruit. It tends rather to bring out natural latent color by destroying the green chlorophyll in the fruit skin. (Full details appear in the CONSUMERS' GUIDE for July 22, 1935.) It makes the fruit look as ripe as it is. So long as the ethylene process does not conceal any inferiority in the fruit, it does not violate the

regulations of the Federal Food and Drugs Act. Risk of immature grapefruit is greatest early in the season. During grapefruit's flush months, chances are that most of the fruit on retail markets will be quite mature.

QUALITY STANDARDS drawn up by the Bureau of Agricultural Economics of the United States Department of Agriculture exist for grading fresh grapefruit. These standards are useful primarily to growers and handlers. No one is required to use them. Florida, on the other hand, has drawn up compulsory quality standards for grapefruit grown in that State. In its Citrus Commission Law, Florida requires compulsory inspection and Government grading. This work is done by State inspectors and graders, using the voluntary standards of the United States Bureau of Agricultural Economics. Cost of grading is about 1 cent a box. The grade of the fruit, or a label representing a definite grade and registered with the Florida Citrus Commission, must be stamped on the grapefruit box.

NO NATION-WIDE law exists defining what is a mature grapefruit, but Florida has such a law. Under its law, the chief factors for judging maturity are juice content, and ratio of sugar to acid in the juice. Minimum ratio of sugar to acid is 5½ to 1. At this ratio, however, the fruit must contain at least 11 percent of sugar in its juice. A size 150 grapefruit, to be considered mature, must further contain not less than 120 cubic centimeters of juice in its flesh and pulp. Requirements go up with larger-sized fruit. A size 28 grapefruit must contain not less than 290 cubic centimeters of juice.

CANNED GRAPEFRUIT grade standards, drawn up by the Federal Government, have been in effect since January 25, 1934, but here again these standards are voluntary. No canner is required to use them or show the grade on the label of his product. Grade ratings are based on four factors: Uniformity of size; absence of defects; character of the fruit (texture, condition of flesh, maturity); and flavor. Information on the conditions under which these grade ratings are used appeared in an article entitled "Standard Facts", in CONSUMERS' GUIDE for July 27, 1936.

CANNED GRAPEFRUIT and grapefruit juice today play an important part in the grapefruit industry. After several years of experimenting,

the first commercial Florida pack of canned grapefruit was ready for the 1920-21 season. Now millions of cases yearly help make it easy for consumers to buy grapefruit during every month on the calendar.

METHODS of canning call for the use of "culls" or "grove run" fruit. These types, in no way below standard for food properties, are not quite suitable for sale as fresh fruit because they are blemished, misshapen, too large or too small. Fruit for canning are generally picked from the trees at a later stage in the ripening process than fruit for fresh sale. This accounts for the mature flavor of canned grapefruit, and the minimum astringency and bitterness.

METHOD of sweetening canned grapefruit juice until recently was left to the discretion of individual packers. Many of them used not sugar, but a watery sugar sirup which sometimes made up as much as 25 percent of the can's total contents. Result was that consumers had to pay grapefruit-juice prices for water. Food and Drug officials then stepped in with a ruling that grapefruit juice, if sweetened, must be sweetened with dry sugar, and the can clearly labeled to show this.

VITAMINS are perhaps grapefruit's chief contribution to human nourishment. In Vitamins B and G, grapefruit ranks as fair, but in Vitamin C, the scurvy fighter, it is one of the top-notch foods. Commercial canned grapefruit compares pretty favorably with the fresh fruit in respect to Vitamin C. No more than 10 or 15 percent of the Vitamin C content of grapefruit is lost during the canning process.

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### TIPS ON FESTIVE FARE

[Concluded from page 6]

bigger than the harvested acreage of last year, and well above average. Observers in the Delta area of California where four-fifths of the State's celery is grown say that it is in fine condition. Prices are correspondingly lower.

CRISPNESS is the key to celery quality. It should be medium in length, thickness, and solidity. If the stalks are brittle enough to snap easily you can expect to find a good well-developed heart. Look out for pithy, stringy, open-textured celery with air spaces in the middle. Check for blackheart and for insect injury by separating the branches and studying the heart.

BRUSSELS SPROUTS come to market in November in their highest quantities of the year. They rank as "good" for Vitamin A and excellent for Vitamin C, along with slight contributions of other vitamins and iron, and a good supply of phosphorus. Look for those that are hard, firm, compact, fresh, and with a good bright green complexion. If they are puffy, they can still be eaten but will not taste nor look so fine. Age shows in yellowed leaves and a general wilted appearance. Worms mean much waste and you can spot their presence by the damage they've done to the leaves. It is harder to check on plant lice but it's wise to look closely on the inner surfaces of the leaves to be sure they are free from them and so are fit for food.

TURNIPS make their big appearance of the year in November, too. They boast an "excellent" rating in Vitamin C, and are a fair source of Vitamin B. The best turnips in the market are the ones that are smooth, firm, with few leaf scars around the crown, and with very few fibrous roots at the base. The tops, which themselves make a multiple-starred showing on the nutrition chart, point to quality in turnips. They should be fresh, green, young, and up and coming. If they are yellowed or wilted they may have been damaged or kept too long. If the turnips are soft or shriveled they may be tough when cooked. Lift a turnip and make sure it is good and heavy.

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NEW HAMPSHIRE consumers receive up-to-the-minute information on food price changes. Their State Bureau of Labor issues a "Consumers' Service" bulletin at regular intervals, listing price changes in Concord and sometimes in Manchester. Commodities covered include cereals, meats, dairy products, eggs, and fruits and vegetables. Along with price tables for the various foods the Bureau sends out a page of comment on the price situation and outlook. This is all part of a "Cost of Living Survey" which the Bureau is conducting.

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NATIONAL farm cash income increased 64 percent from 1932 to 1935, \$4,328,000,000 to \$7,090,000,000. Shipment of goods from industrial States to agricultural States during the same period showed a parallel increase, according to a report by the Agricultural Adjustment Administration. Specifically, shipments from 16 northern and northeastern States rose 60 percent from 1932 to 1935.

## Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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**BUREAU OF AGRICULTURAL ECONOMICS**  
**BUREAU OF HOME ECONOMICS**  
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